

Provisional Product List for NAICS 541860: Direct Mail Advertising*

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
Industry Subject Area	Working Group Code	Tri- lateral Detail	English Title	English Definition	Product Exists in:			National Product Detail			NAICS Industries Producing the Product			CPC Codes
					C	M	U	C	M	U	Canada	Mexico	U.S.	
54186	1	X	Full direct mail services	Providing all the services of a direct mail advertising campaign from the concept development through the actual mailout. This includes identifying the target group, developing the strategy, designing the mailout package, printing and assembling the package, and mailing the package.	X	X	X				541860	541860	541860	83610 85950
54186	2	X	Concept development for a direct mail advertising campaign	Developing the plan for a direct mail advertising campaign. This includes identifying the target group, developing the strategy, and designing the mailout package. The plan is a separate product that may then be implemented by the same direct mail agency or by a third party.			X					541860	541860	83610
54186	3	X	Mailing list support services	Creating an electronic list of names, addresses, and other relevant information of a target group specified by the client, as an end-product or as input to a direct mail advertising mailout. This service includes procuring lists, as necessary, from third parties and/or using lists provided by the client; and/or maintained by the direct mail advertising agency, and conducting other data processing operations necessary to create the specified final list.	X	X	X				541860	541860	541860	83610 85950
54186	3.1		Formatting of mailing lists	Formatting a target group list provided by the client, as specified by the client, for use in a direct mail campaign.		X	X		X			541860		85950
54186	3.2		Purging of mailing lists	Eliminating data duplication from mailing lists provided by the client.		X	X		X			541860		85950
54186	3.3		Development of mailing lists	Creating and providing mailing lists of target groups, as specified by the client. This includes conducting research of information sources needed to create the lists.		X	X		X			541860	514190?	85950
54186	4	X	Print services for direct mail advertising materials	Printing the mailing pieces for a direct mail advertising package, such as the letters, flyers, brochures, coupons, advertisements, envelopes, shipping labels, etc.	X	X	X				541860	541860 323119	541860 323119	85950 86921
54186	5	X	Letter shop services	Preparing the mailout packages and delivering them to a mail facility or other distribution center. "Preparing the mailout package" includes folding, addressing and personalizing, inserting, and affixing postage.	X	X	X				541860	541860	541860	85950
54186	5.1		Letter shop services, mailing list provided by client	Preparing the mailout packages and delivering them to a mail facility or other distribution center, using a mailing list provided by the client. "Preparing the mailout package" includes folding, addressing and personalizing, inserting, and affixing postage.	X	X	X		X		541860	541860	541860	85950

***" entries for NAICS codes in columns 12-14 and for CPC codes in column 15 indicate that the information is unknown or particularly uncertain at this time.

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					C	M	U	C	M	U	Canada	Mexico	U.S.	
54186	5.2		Letter shop services, mailing list maintained by the direct mail advertising agency (rented by the client).	Preparing the mailout packages and delivering them to a mail facility or other distribution center, using a mailing list rented to the client by the direct mail advertising agency. "Preparing the mailout package" includes folding, addressing and personalizing, inserting, and affixing postage.	X	X	X		X		541860	541860	541860	85950
54186	6	X	Fulfillment services	Picking, packaging, and mailing merchandise ordered through response to a direct mail advertising campaign.	X	X	X				541860	541860 46?	541860	85950
54186	7	X	Other direct mail advertising services	Other direct mail advertising services, such as design of the mailing package materials, proofreading the mailing package materials, selling mailing lists and data bases for direct mail use, and receiving and making telephone calls related to a direct mail campaign.	X	X	X				541860	541860	541860	85950 85930 ?
	7.1		Sale of mailing lists	Developing a target group list and selling it to the client for a specific use.		X	X		X			541860	541860	85950
54186	7.2		Answering direct mail campaign telephone calls	Answering telephone calls made in response to a direct mail campaign. For example, to provide more information about the campaign.		X	X		X			541860	561422	85950 85930 ?
54186	7.3		Conducting telephone calls related to a direct mail campaign	Conducting telephone calls as required by the direct mail advertising client. For example, making calls to improve the level of response to a direct mail campaign.		X	X		X			541860	561422	85950
54186	7.9		Other direct mail advertising services, nec	Other direct mail advertising services, nec		X	X		X			541860	541860	85950

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